



## Rockwall Main Street Advisory Board Meeting Minutes Council Chamber Conference Room/City Hall – 385 South Goliad Tuesday, August 15, 2023 - 5:00 P.M.

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Board members present: Grant English, Stacy Fuqua, Geoffrey Lyons, Chad Fogg, Board Chair Gary Cannavo, Haillee Alberti

Absent: Stephen Colon

Staff present: Bethany Browning, Main Street Manager, David Sweet, Director of Administrative Services

Guests: Councilman Mark Moeller

### 1. CALL THE MEETING TO ORDER

Board Chair Cannavo called the meeting to order at 5:01PM.

### 2. OPEN FORUM

Boutique Swoon, located at 306 E. Washington Street, owner (Brittany) spoke in open forum. She read a letter to the board stating her concerns related to their business not being listed on the downtown brochures and kiosks after multiple attempts to contact the Main Street Manager. She stated she didn't understand why their business was not listed, but others such as Fable & Fire, Wren + Willow and Flying Ryno were listed.

### 3. DISCUSSION/ACTION ITEMS

**A. Review and act on the July 18, 2023 meeting minutes:** Board Member Alberti made the motion to approve the minutes as presented, Board Member Fogg seconded, the motion passed 6-0.

**B. Nomination of a Vice Chairman of the Main Street Advisory Board, Chairman Cannavo:** Gary asked Board Member Lyons to consider accepting the position as Vice Chairman of the MSAB. The board had a brief discussion stating Lyons would make an excellent choice. Board Chair Cannavo made the motion to nominate Lyons as Vice Chairman, Board Member Fogg seconded the motion, it passed 6-0.

**C. Main Street America Accreditation framework discussion, MS Manager, Browning:** Rockwall agrees to carry out their work according to the Main Street Approach as promulgated by the National Main Street Center and agrees to incorporate the following Main Street Community Accreditation Standards:

1. Broad-Based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

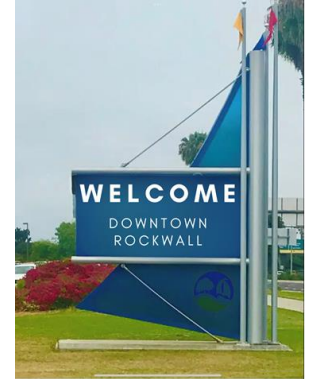
The Main Street Manager (with board input/involvement) shall submit an annual accreditation report that includes an evaluation of the program implementation of the Main Street Community Accreditation Standards outlined above.

Manager asked board members to review Standard 5/Preservation-Based Economic Development and score accordingly, based on their knowledge of the Rockwall program. This is an exercise to familiarize board members with what is expected of the program.

**D. Committee update: Downtown Parking Committee, Board Member English:** There was not a committee update at this time. Staff Update: Phase 1 parking study costs are estimated between \$50k - \$60k. MSM provided the estimate to City Administration for their consideration for the FY 2023/2024 budget. Staff will continue to update the board with any new developments.

**E. Committee update: Welcome Sign, Board Member Alberti:**

Update: The signage committee had a productive meeting this week. We wanted to provide you with the below updates for the board's consideration. The design that we have imagined can be shown in the picture attached. You will notice that the sign reflects the brand of Rockwall with a portion of the physical structure being the sail of a sailboat. You will also notice that we've included the standard Rockwall sailboat logo in the lower portion of the sign. The colors that we discussed are blue, brown and white as well as the same green that has historically been used on existing Rockwall signage. We believe that the colors need to have some correlation to the overall brand colors of Rockwall but also differentiate Downtown Rockwall from the overall city. We believe that the physical materials utilized for the "Welcome to



Downtown Rockwall" portion of the signage need to reflect the era of downtown early 1900's. Materials that we imagine include petrified wood and fabricated steel with engineered rust to drive authenticity of the era of the downtown buildings. We also like the idea of the sail shade color being the same green that has historically been utilized on other "Rockwall/Downtown-Rockwall branded" signage. We feel that this shade of green on the sail would serve as a captivating backdrop against the wood-Crete bricks or whichever material the base will be. As it relates to marrying our vision with reality and costs, we have reached out to one local group and another Downtown Dallas signage relationship that I have. The Downtown Dallas group that I feel could do a great job due to their creative capabilities is owned by a Rockwall family. Thus, if they can do the project, we would still be utilizing local Rockwall citizens that happen to love downtown Rockwall. This company is called B&B Sign Systems. The other group that I am discussing with is Trinity Signs. My firm uses Trinity Signs across millions of square feet of property that we lease and manage throughout the region, so personally I trust them and may be able to leverage economies of scale to achieve better pricing. One special project that Trinity did for us that was not real estate transaction-oriented was Texas Gun Ranch sponsor signage. We sponsor Texas Gun Ranch and have a corporate membership. The signage attached shows their creativity. We requested signage that would properly reflect the signage surroundings which entail shooting ranges, clay stations and beautiful nature. I will say that they more than impressed us with this one. We are seeking confirmation from these groups that they A.) can create this unique signage, B.) pricing is achievable to city budget and C.) learn approximate timelines for completion. The signage committee looks forward to receiving your feedback. The committee also really appreciates the opportunity to add value to our dearly beloved Downtown Rockwall.

Discussion: The board was grateful for the work on the conceptual design the committee brought forward for their consideration. The MSM stated there is much work to do regarding locations and specs and working with City administration but the committee is off to an amazing start on this project. Board Member Fogg made a motion to continue moving forward with the project and Board Member English seconded the motion, passing 6-0. The board looks forward to an update at the September meeting.



- F. Staff update: Downtown Music/Outdoor Speakers:** Bethany Browning provided an update on electrical upgrades needed for the installation, as well as updates on locations.
- Quote for electrical upgrades obtained.
  - Quote for system obtained. Approximately \$20k.
  - In the coming weeks staff will be testing equipment to ensure there are no frequency interference issues.
  - City staff will provide an update at the September meeting.

Board Chairman Cannavo asked if Board Member Alberti would present the music update at the upcoming DRA meeting in September.

- G. Committee Update, Downtown Holiday Banners, MSM Browning:** Manager has reached out to Stacy and Jeremy to begin the process of designing new banners with a completion date set at October 1. An update will be provided at the September meeting.

- H. Discussion item regarding possible short-term parking solutions for the district, Chairman Cannavo:** Memo from Board Chairman Cannavo asking board members to read and be prepared to discuss the following information pulled from *McKinney's 2019 Parking Study*. It pertains to parking solutions for a busy downtown area, similar to Rockwall. Provide a comfortable and intuitive way for drivers to reach their downtown destinations. Two programs merit additional evaluation for their ability to support this goal: DASH: The Downtown Area Shuttle (DASH), receives funding through the Main Street program. It currently functions as an on-demand service and runs a semi-regular route through as it waits for calls for service. The City should explore ways to promote the DASH because it offers a fast, comfortable option for getting people from downtown parking lots to destinations nearer to the Square, with the convenience of door-to-door service. There are existing signs in public parking lots and the availability of the program is currently promoted through the City's social media and website. Informational signs with the DASH phone number are located around downtown. It would be worthwhile to reevaluate whether these signs should include additional information such as operating hours, typical wait times, or a map of the service area. Exploring use of the DASH as a downtown circulator could improve its visibility and provide additional predictability for riders. Valet Parking: As described in the turnover discussion, the pilot valet program provided insight into how a long-term valet program could be a promising addition to the parking options in downtown McKinney. First, the pilot program showed that a substantially higher number of individual vehicles could be served in the same amount of space as typical on-street parking spaces (these results show a 56 percent increase over comparable blocks). Second, a valet service helps to re-balance the demand for parking from the Square proper to areas where there is a greater number of available spaces. In addition to these benefits, a valet program offers qualitative benefits, such as the convenience of parking directly on the Square, avoiding confusion about where parking is allowed, and saving time and effort of looking for a parking space. It is noteworthy that so many drivers were willing to pay a fee of \$5.00 to use the valet service this summer, even though there was free parking available to them. Notably, in a survey, 90 percent of customers of the service rated it as excellent and 75 percent of merchants said they would be in favor of seeing the service continue. The pilot valet program offered valuable insight about the willingness of downtown visitors to pay to use a valet service.

Board discussion/points:

- Valet would prove more difficult than a shuttle
- Golf carts, trolleys, vans and smart cars were offered as solutions
- Start with shuttling from The Center lot first, as it's underutilized
- Pilot program to encourage all downtown employees to park behind The Center for 1 month
- Safety options for shuttle should be considered
- Maintenance costs for large vehicles should be considered
- Where would they be stored, who would operate, what hours
- Shuttles are ideal for senior citizens
- Parking study would help identify needs/options
- Owners should continue to educate their customers/clients on parking options
- The board would like to continue investigating solutions

**I. Main Street Manager's Report:**

Main Street District Activity

Boutique looking for lease space in the downtown core – to relocate. Fire at The Downing, no new information to report, cause of fire under investigation.

Rockwall Main Street

Board seats filled

Texas Main Street/Main Street America

Texas DT Conference in November – Nacodoches, TX.

Project Status Report/Follow Ups

Hotel Occupancy Tax Application Submitted for advertising/marketing, San Jacinto Music series

2023 Upcoming Events:

Farmers Market – Saturdays through September

San Jacinto Music – Friday and Saturdays through October

Rib Rub Run & Roll – Saturday, October 7

Car Show, Pedal Car Races held Downtown

- 4. ADJOURN:** Board Member Lyons made a motion to adjourn the meeting at 6:00PM, Board Member Fogg seconded the motion, passing 6-0. Minutes prepared by Bethany Browning, Main Street Manager.

**PASSED AND APPROVED BY THE MAIN STREET ADVISORY BOARD, CITY OF ROCKWALL, TEXAS, THIS 17th DAY OF OCTOBER 2023.**

**MAIN STREET ADVISORY BOARD CHAIRMAN: GARY CANNAVO**